

## THERAPY TRACK

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# Remedies

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### Therapy Track Products: REAL TIME INFORMATION

Real Time Productivity  
Real Time Staffing  
Real Time Cost Control

### FUTURE PRODUCTS

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Outcome  
Benchmarking

### THERAPY TRACK QUESTIONS

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Therapy Track has a **30-Day Free Trial** offer going on these days – so be sure to pass this newsletter along to colleagues that you think might be interested in taking advantage of all the great features we have to offer!

Stay tuned for more exciting announcements over the coming months! Visit us at [www.therapytrack.com](http://www.therapytrack.com) to stay up to date on all our latest news.

## Part II: Great Expectations: Productivity is the Result of a Happy Staff

In Part I of this article, we reviewed the connection between a happy staff and a productive staff, and the importance of **communicating specific targets** while maintaining an emphasis on quality. Now here are 5 Tips for **building a motivated, productive staff**:

- 1. Increase your knowledge.** As manager or director, you must have a specific, reliable way to provide valuable information to your staff. Use Therapy Track to get real-time details, like the number of patients are you seeing each day and week, the number you could potentially see with your current staff, the cost to treat each patient, and much more!
- 2. Measure productivity all the time.** Too often, measuring productivity is used as a punishment. Someone falls down on the job, and then you scrutinize and monitor performance as a probationary exercise. In this type of scenario, productivity may rise on a short-term basis, but it's only a matter of time before it tails off again. All you've really accomplished is to create a negative reinforcement for the entire staff.  
  
Instead, make measuring productivity an ongoing process. Measure for success! As a result, clinicians will develop good work habits as they strive to meet individual targets. And measuring productivity becomes as commonplace as ordering supplies or turning in time cards.
- 3. Use benchmarks.** How does your staff compare to the "average" therapist or assistant on a national basis in terms of chargeable vs. nonchargeable time? Communicate national benchmark information to your staff so they have the same perspective. Productivity shouldn't be a guessing game: It should be concrete and measurable. Plus, when you use benchmarks and national goals, your staff won't think that you're making up arbitrary goals!
- 4. Get staff involved.** With Therapy Track, each staff member has the opportunity to input their individual information and view their progress toward targets on a daily basis. With this type of tool, you can provide the staff with factual information and reduce the possibility for miscommunication regarding goals and progress.
- 5. Reward success.** Reward your staff for staying on track, meeting their targets, offering quality care and keeping your department running smoothly. One option is to create a system where staff members earn points every week for meeting their targets. Set up "extra credit" scenarios that allow staff members to earn more points for going above and beyond the call of duty. Points can be exchanged for gift certificates and prizes. And if the staff meets monthly team targets, reward them with lunch or bring in another special treat. People need to feel efficient and successful, and they appreciate being recognized for working hard.

By following these five suggestions, you'll create a better staff and, ultimately, build a more successful private practice. In other words, it will make your staff happy and productive.

*the power of real time information!*